

AMENDMENTS TO THE CLAIMS

Please amend claims 1 and 37 as indicated below.

1. (Currently Amended) A computer-implemented method, the method comprising:
receiving a search query from a user;
receiving a request from the user to personalize a search result;
responsive to the search query and the request to personalize the search result,
generating a personalized search result by searching a personalized search
object;
responsive to the search query, generating a general search result by searching a
general search object;
providing the personalized search result and the general search result for display;
selecting an advertisement based at least in part upon the personalized search object;
and
providing the advertisement for display.
2. (Original) The method of claim 1, wherein the personalized search object comprises
an article associated with a bookmark.
3. (Original) The method of claim 2, wherein an index associated with the bookmark is
stored on a server remote from a client with which the bookmark is associated.
4. (Original) The method of claim 2, wherein an index associated with the bookmark is
stored on a client with which the bookmark is associated wherein searching of the
personalized search object is performed by a client-side agent.
5. (Original) The method of claim 1, wherein the general search object comprises an
index of articles.

6. (Original) The method of claim 5, wherein the index comprises an index of articles associated with a global computer network.
7. (Canceled)
8. (Original) The method of claim 1, wherein the general search object comprises a plurality of global indices.
9. (Previously presented) The method of claim 1, wherein the personalized search object comprises a plurality of bookmarks.
10. (Previously presented) The method of claim 1, wherein the personalized search object comprises an annotation.
11. (Previously presented) The method of claim 1, wherein the personalized search object comprises a rating.
- 12.-17. (Canceled)
18. (Previously presented) The method of claim 1, further comprising identifying a user cluster based at least in part on the personalized search object and providing to the user a suggestion of another user with which to network based on the user cluster.
19. (Previously presented) The method of claim 1, further comprising identifying the personalized search object based at least in part on an implicit measure of the user's interest.
20. (Previously presented) The method of claim 19, wherein the implicit measure of the user's interest comprises a history of user accesses.

21. (Original) The method of claim 19, wherein the history of user accesses comprises at least one of: a period of linger time, a quantity of repeat visits, and a quantity of click-throughs.

22.-36. (Canceled)

37. (Currently Amended) A computer program product comprising a computer-readable medium and computer program instructions encoded on the medium for, when executed on a processor:

- receiving a search query from a user;
- receiving a request from the user to personalize the search result;
- responsive to the search query and the request to personalize the search result,
 - generating a personalized result by searching a personalized search object;
- responsive to the search query, generating a general result by searching a general search object;
- providing the personalized search result and the general search result for display;
- and
- providing an advertisement for display on a browser based at least in part on one of the personalized search result and the general search result.

38. (Canceled)

39. (Previously presented) The computer program product of claim 37, further comprising computer program instructions for identifying a cluster of users based at least in part on the personalized search object.

40. (Previously presented) The computer program product of claim 37, further comprising computer program instructions for identifying the personalized search object based at least in part on an implicit measure of the user's interest.

41.-50. (Canceled)